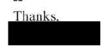


From: To: Fri, 19 Aug 2016 12:22:44 -0700 Sent: Re: Need input: projection of 2017 user growth Subject: Cc: Marlo McGriff and to be honest I don't have good answers for all of these but I These are all good points am also sure we can knit this together to have a compelling story. I look forward to spend time next week and coming months to discuss these in great details On Fri, Aug 19, 2016 at 7:10 AM, wrote: Just PM chums. How can we find out the relative weights of the following factors in the decision to opt-in? - location burns my battery - misconception about google selling my location data - understanding the smörgåsbord of consents - understanding the features that are enabled/improved by location history - ... things I haven't thought of. Maybe we've already done this:) I wonder if we should spend more effort fixing misconceptions (and making sure they're not accurate!) about must-haves rather than raising awareness of delighters? I wouldn't buy a flying car if it didn't have seatbelts... On Fri, Aug 19, 2016 at 7:00 AM wrote: Do you have any estimates on how 1D will track these? On Thursday, August 18, 2016, Our end of year we should be able to meet I want to shoot for This is an aggressive gaol but I want to still shoot for this, we will have to come up with creative ideas to So my goal would be please feel free to chime in. On Thu, Aug 18, 2016 at 3:02 PM, wrote: Hi folks, It is time to In particular, I need it for capacity planning.

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Please help provide input from your side.





JK-LON

Thanks.

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